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CHINA

AI deepfakes spur calls for more control

Actress Wen's impersonation ignites talk on regulation and platform responsibility

By JIANG CHENGLONG

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An artificial intelligence-generated deepfake of Chinese actress Wen Zhengrong's face and voice was used by unscrupulous merchants to impersonate her in livestream sales, prompting increased calls for stronger and more tailored regulation and penalties from internet platforms and the law.

The discovery was made last week when Wen appeared to simultaneously host three different early morning livestream rooms on social media, wearing different outfits and promoting different products. The Wen "clones" looked and sounded strikingly similar to Wen, a feat that quickly ignited online discussion.

According to a China Media Group report on Wednesday, the forged images were produced either by clipping past videos and screen recordings or by taking earlier livestream footage of Wen and running it through AI-based deep synthesis, including voice alteration.

"These AI tactics confuse the public. My image and likeness have been infringed, and it is deeply hurtful," Wen said in the video report. She added that if viewers who trust her were misled into buying counterfeit goods, "I would feel truly sad."

Li Ya, a partner at Zhongwen Law Firm in Beijing, told China Daily that such conduct was suspected of violating Wen's right of portrait and may also harm her right of reputation.

Using someone's image for profit without authorization infringes on portrait rights, he said. "If sellers speak in her name and make false or exaggerated claims, that will negatively impact a public figure's repu-

Wen's team said that once the fake clips began circulating, they filed reports around the clock, flagging about 50 impersonation accounts in one day, according to CMG.

Some livestreaming accounts were taken down, they said, but others quickly reappeared in new forms. Wen's staff noted that certain merchants can fabricate content by extracting brief footage and relying on AI functions built into video-editing apps, while the team faces a much higher burden to preserve evidence and defend their

Li said it is unrealistic to expect victims alone to safeguard their

"Rule-breaking merchants can open new accounts at will and face almost no cost for infringement," he

He noted that social platforms have a duty to deploy technology to detect whether AI tools are being used improperly in livestreams or short videos, and to penalize offending accounts as well as the operating companies and teams behind them, in order to prevent harm to third

In September, new regulations on labeling AI-generated synthetic content, released by the Cyberspace Administration of China and other agencies, took effect. The rules require clear "AI-generated" labels on synthetic faces and videos.

In practice, however, some merchants hide labels in obscure locations or mask them, allowing infringements to slip through reviews from the social platforms.

"If a video lacks the necessary authorization and fails to show an AI-generation label, using someone else's face or voice in a livestream is a textbook case of infringement," Li said. "Victims can sue the merchant and even the platform, which bears responsibility for keeping online order."

On Thursday, Douyin's e-commerce safety and trust center said on its official social account that it had launched a special campaign in October targeting infringements. Those included cases where merchants or content creators. without permission, spliced videos, blended text, or used AI and digital effects to mimic celebrities for sales. The short-video platform's response to these actions included cutting livestreams, removing or banning involved products, freezing transaction proceeds, and ordering business suspensions, it said.

Since the campaign began, the platform has acted against 11,000 creator accounts involved in impersonations and taken down more than 6,700 products, it said. In addition, more than 10,000 infringing videos faking Wen's likeness and voice for marketing were removed.

Li Liang, a deputy president of Douyin Group, said on his account on Thursday that such AI-involved impersonation "seriously undermines the credibility of creators, merchants, and the platform in the eyes of consumers, and runs counter to our long-term interests"

Li denied that the livestreams impersonating Wen took place on Douyin, adding that AI content infringement detection is an "industry-wide challenge, and malicious impersonators constantly engage in a technical cat-and-mouse with platforms."

"We will keep investing to meet the challenge and protect the lawful rights of creators, merchants, and consumers," he said.

Li Wei, deputy dean of the School of New Media at Peking University, said AI-enabled deepfakes are "the most typical trap" in AI-assisted content production, involving infringement, copyright, ethics, and online abuse, with serious conse-

She called for more systematic. multistakeholder cyberspace governance, especially stronger legal safeguards and platform oversight, and urged more tailored penalty tools to curb such practices.

Safe harbor



Fleets of fishing boats dock at a port in Xiamen. Fujian province, on Tuesday. Fishermen have returned to shore as a precaution against the severe winds and waves forecast to be brought by Fung-wong, the 26th typhoon of the year. zeng demeng / for china daily

Robotic welcome



Humanoid robots perform a drum show to celebrate a store opening in Wuhan, Hubei province, on Tuesday. The store sells humanoid robots and offers comprehensive services, including sales, accessories, and customer support. Customers can not only make purchases on-site but also customize specialized features and enjoy other services. WEI LAI / FOR CHINA DAILY

Jiangxi's free lung screening saves lives

By ZHAO RUINAN in Nanchang zhaoruinan@chinadaily.com.cn

An ordinary checkup turned into a lifesaving experience for 68-yearold Wen Jianping in Nanchang, Jiangxi province.

During a routine physical examination arranged by his workplace in May, doctors spotted a small shadow on his lung - a finding that would soon redefine his understanding of health, and of luck.

"I had no symptoms at all," said Wen, who works night shifts at a local hospital. "But the CT results showed a 22-millimeter nodule in my lung?

Within weeks, he was admitted for surgery. On June 30, thoracic surgeons at the First Hospital of Nanchang performed a 14-hour operation to remove the growth, later confirmed as early-stage lung

Three months later, Wen is fully recovered and back at work. "I lost 10 kilograms after surgery, but I soon regained my strength," he

Wang Hui, chief thoracic surgeon at the hospital, said Wen's case demonstrates the lifesaving value of Jiangxi's province-wide organized lung cancer screening program.

"Most early-stage lung cancers cause no symptoms," he said. "Only through low-dose CT (scans) can they be detected early. Early diagno-

sis and treatment greatly improve survival rates and quality of life."

People's livelihood issues have been among the key priorities for Jiangxi province during the 14th Five-Year Plan period (2021-25). Since this year, Jiangxi has launched an organized lung cancer screening and early intervention program at the provincial level.

The project offers free low-dose CT scans to residents aged 50 to 74 who are natives or have lived in the province for at least six months.

For another resident, surnamed Tan from Duchang county, Jiujiang city, the screening program became an unexpected lifeline.

Earlier this year, Tan accompanied his elderly father to a designated hospital for a free CT scan under the same project.

His father's results showed a highrisk pulmonary nodule requiring follow-up. "When I heard that," Tan recalled, "I suddenly thought that maybe I should get checked, too."

That casual decision saved his life. Tan's own scan revealed a 9-mm nodule with blurred edges a high-risk sign.

"I couldn't believe it," he said. "I don't even smoke - how could I

He soon sought treatment at Jiangxi Cancer Hospital, where gery. With robotic-assisted miniinvasive techniques, mally surgeons removed the lesion. The

postoperative pathology confirmed minimally invasive adenocarcinoma — an extremely early stage of lung cancer.

"The operation was timely without early screening, it might have gone unnoticed for years," said the attending specialist.

Deeply moved by his experience, Tan has since become an advocate for proactive screening. Encouraged by him, five of his relatives and friends underwent chest CT scans.

Shockingly, three were found to have nodules - and one was diagnosed with early-stage lung cancer. "I never imagined one test could influence so many people," Tan said. "It didn't just save me — it might have saved them, too."

By October, the program had completed health questionnaires for 3.3 million people and low-dose CT scans for 506,600 residents.

More than 60,000 positive nodules and over 8,000 suspected lung cancer cases were detected. Among 900 confirmed cases, more than 75 percent were early-stage, with most patients diagnosed and treated.

"Community health service centers across Nanchang are all participating," said Wang. "High-risk groups, such as smokers or people with a family history of lung cancer, are identified through questiondoctors advised immediate sur- naires and invited for screening. The project is fully funded by the government, ensuring that people receive scans free of charge."

Modern caravans improve herders' mobility

By PALDEN NYIMA and **DAQIONG** in Lhasa

In a move to improve living conditions for herding families in remote high-altitude areas, Nagchu city in the Xizang autonomous region has distributed 20 modern caravans equipped with solar power and other advanced facilities.

Described as "mobile homes of the grasslands", the vehicles combine the flexibility of traditional nomadic life with the conveniences of modern living. Ten caravans were delivered to Nyima county and another ten to Nyanrong county, benefiting herders in some of the region's most remote areas.

For Yugyal, a herder from Chadam township in Nyanrong county, the change has been transformative. He expressed his appreciation for the initiative.

"Before, herding meant constantly setting up and taking down tents, which was tiring and time-consuming. Now, with the caravan, life has become warmer, safer and much more comfortable," he said.

Each five-meter-long caravan includes solar-powered lighting, a refrigerator, a stove, charging ports, and bear-proof windows, along with two bunk beds, a double bed, a foldable table and storage racks - enough to accommodate a family of six.

According to Chime Gyaltsan, head of Nyanrong county's agriculture and rural affairs bureau, the program was designed to help families in the most isolated areas, such as Yuchok and Chadam townships.

"These villages often face limited infrastructure and frequent natural disasters. The caravans provide warmth, safety and convenience," he said.

The caravans were provided free of charge by the Nagchu gov-

Losang Tsering, a staff member from the bureau, explained the technical features and accessibility of the caravans. The vehicles are designed to be easily transported via trailers, allowing herders to move seamlessly

"The efforts aim to provide a balance between the traditional itinerant lifestyle of herding and the comforts of modern living. The solar-powered caravans offer better insulation, protection from harsh weather, and safety from wild animals such as Tibetan brown bears," Losang Tsering said.

between grazing locations.

"They eliminate the need to set up heavy tents and make it easier for families to move their homes safely while protecting their supplies," he added.

To ensure fairness, local authorities prioritized families in remote and disaster-prone areas.

"The allocation process was open and transparent, focusing on those most in need," said Tsewang Ngodrub, head of Nyima county's bureau of agriculture, rural affairs, technology and water conservancy.

He added that the county plans to expand the program, seeking more caravans to benefit additional herding families. Plans include improving infrastructure, promoting smart pastoral technologies, and exploring opportunities for specialist tourism - all of which are expected toraise the living standards of herding families and contribute to sustainable development, he said.

"The introduction of these mobile homes marks a significant step toward better living standards for herders," Tsewang Ngodrub said. "They allow people to preserve their nomadic traditions while enjoying the modern comforts they have long deserved."

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Chinese doctors' newspaper column helps raise health awareness in PNG

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In a move to raise public health awareness, the 15th Chinese medical team in Papua New Guinea recently launched a dedicated health education column in one of the country's largest newspapers, Post-Courier. According to the team, this is the first time in 62 years of China's overseas medical aid that such a collaboration has been established.

The inaugural column coincides with Movember, the global campaign encouraging men to grow mustaches in November to raise awareness of prostate and testicular cancer. The first article focuses on the high incidence of prostate health issues among Papua New Guinea's male population, addressing the country's large gap in awareness and screening for prostate diseases.

Zhang Teng, the team's urology specialist, authored the column, highlighting the causes, early symptoms, screening methods, and preventive measures for prostate cancer. The article also includes practical self-care tips such as maintaining a healthy diet and regular exercise. It stresses the importance of seeking medical attention for blood in urine or semen, difficulty urinating, and lower back pain to avoid missing optimal treatment opportunities.

"The establishment of this column is an innovative step by the

15th Chinese medical team toward deepening public health services in Papua New Guinea," said team leader Xu Wei. He added that the column would be updated monthly, featuring topics including thoracic surgery, neurosurgery, gynecology, cardiology, neonatology, dentistry, and traditional Chinese medicine. Each installment will be written by specialists from the team.

Both the Chinese medical team and the newspaper recognized the lack of public health education in the country and decided to set up the column to raise awareness, educate the public, and provide health information to communities, especially those with limited access to medical resources.

"They don't just arrive to provide temporary help — they come to share knowledge, strengthen our hospitals, and give hope to families who might otherwise go without care," said Grace Salmang, a health journalist with the Post-Courier who has followed the Chinese med-

ical teams for many years. Since 1963, China has dispatched more than 30,000 medical personnel to 76 countries and regions, treating nearly 300 million patients, according to the National Health Commission. Over the years, Chinese doctors have developed innovative ways to improve local health conditions, including building specialized clinics in local hospitals, using 5G and artificial intelligence technology for remote

consultations and disease screening, and sending short-term surgical teams to treat cataract and congenital heart disease patients. In March, the 14th Chinese med-

ical team to Papua New Guinea launched a breast disease clinic at Port Moresby General Hospital in the nation's capital. It is the first standardized breast disease clinic in the country and represents a new phase of healthcare cooperation focused on precision treatment and public welfare between the two nations.

"These teams of doctors and nurses have quietly but steadily strengthened our health system through free medical care, specialist services, and training for local staff," Salmang said. "Their contribution goes beyond short-term aid. By sharing medical skills, introducing new services such as breast health and dialysis care, and donating vital equipment, they have built longterm capacity within our hospitals."

Chongqing first sent a medical team to Papua New Guinea in July 2002. Entrusted by the National Health Commission, it was the first Chinese medical team dispatched to the South Pacific region.

The 10-member 15th Chinese medical team, led by Chongqing University Cancer Hospital, includes experts from several toptier hospitals. They departed for Papua New Guinea on Oct 13 to begin a yearlong medical mission at Port Moresby General Hospital.